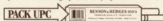


BENSON & HEDGES 100's

How would you like to wake up to a free gift? Introducing the Benson & Hedges Morning Collection. Featuring two jumbo coffee cups, a pitcher and an attractive black serving tray, it's the perfect accompaniment to any good morning. And since it's yours free with B&H pack UPCs, this offer goes down as easy as your first cup of coffee.

ORDERING INSTRUCTIONS

1. Fill out all information. Offer will expire on April 30, 1995.
2. Print your name and address clearly. You must include your signature and your birth date.
3. In your envelope, enclose your Benson & Hedges pack UPCs for your order. Excess UPCs will not be returned.



4. Send check or money order for postage and handling payable to "Benson & Hedges Morning Collection." DO NOT SEND CASH.
5. Mail to: Benson & Hedges Morning Collection, P.O. Box 8098, Dover, DE 19905-8098. Postage may vary. Be sure to have sufficient postage on your envelope. If you have any questions about your order, call 1-800-266-8555.
6. Limit 2 complete sets per person. Items may be shipped separately.

Allow 10-12 weeks for delivery. Not responsible for lost, late, misdirected, mutilated or postage-due mail. No facsimile accepted. Offer limited to smokers 21 years of age or older. Offer good only in the USA. Offer void where prohibited. Offer void to employees of Philip Morris and its advertising agencies' employees. No group or organization orders or requests will be honored.

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail subject to applicable state and federal law.

Signature X _____
(required)

Date of Birth _____
(required) month / day / year

THE LENGTH YOU GO TO FOR PLEASURE

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

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Ultra Lights: 5 mg "tar," 0.4 mg nicotine; Men. 6 mg "tar," 0.4 mg nicotine—
Lights: 100's Soft & Men. Box 10 mg "tar," 0.8 mg nicotine; 100's Box
11 mg "tar," 0.8 mg nicotine—100's: Soft & Men. 15 mg "tar," 1.1 mg nicotine;
Box 16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

☐ Mr.
☐ Mrs.
☐ Ms. _____ Home Phone () _____
Address _____
City _____ State _____ Zip _____
Current Brand _____ Previous Brand Smoked _____

- ☐ YES I am sending you 110 pack UPCs with \$7.60 postage and handling. Please send me one "Morning Collection" set.
- ☐ YES I am sending you 200 pack UPCs with \$13.25 postage and handling. Please send me two "Morning Collection" sets.

78705-B4